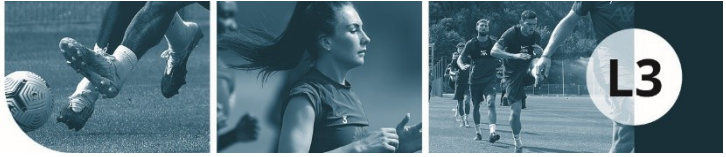
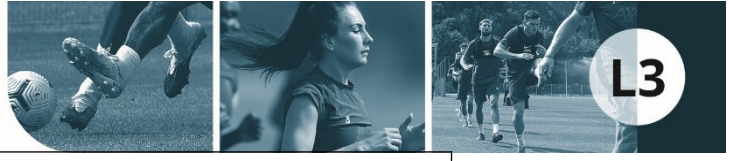


BTEC Assignment Brief

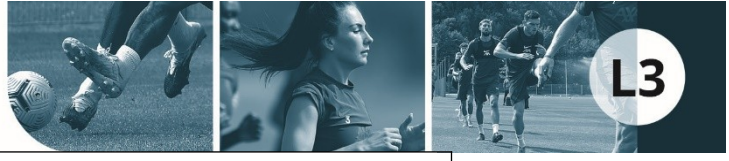
Qualifications	Pearson BTEC International Level 3 Qualifications to Sport
Unit number and title	**Unit 5: Self Employment in Sports & Physical Activity**
Learning aim	A – Explore self-employment within the sports, fitness and outdoor activities industry
Assignment title	Assignment 1 – Self-employment career opportunities in the sport fitness and personal training industry
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	You are going to start work as an assistant trainer to a full-time self-employed lead personal trainer. As part of your role you will explore the various self-employed opportunities to make sure you can make an informed career choice which may lead into taking up a full time self-employed role within the sport, fitness or activities industry. You need to look into the Sport, Fitness and Personal Training industry to identify all opportunities that you could potentially take up in a self-employed role.

Task 1	Presentation on self-employment opportunities in relation to personal benefits, risks and career intentions. You must produce a presentation with accompanying notes to cover the opportunities of self-employment within the sports and fitness industry. Within the presentation you need to ***Describe*** the opportunities for self-employment in the sports and fitness industry. This must include descriptions of the: • Types of self-employment (Sole trader, partnership and limited company) • Trading practices (Franchise, freelance etc) To ***Describe*** these opportunities, you must identify what each of the opportunities are and if each of them is a viable option to follow, you must also highlight the positives and negatives of each opportunity. You must ***Describe*** the personal skills required to be self-employed. Within these skills you need to describe what each one is and give basic examples of how each skill can be used to perform the role effectively. The skills must include: • Commitment and passion • Self-discipline • Creativity and problem solving • Listening and empathy



	• Customer focus • Communication: verbal, non-verbal, appropriate use of language, adapting communication style to needs of clients/customers other individuals • Punctuality and efficiency • Ethics • Working as a member of a team • Codes of conduct related to self-employment role • Membership of professional organisations • Personal presentation • Respecting equality and diversity In the presentation you must then ***Describe*** the types and needs of various clients that you may work with in a self-employed role. These include Types of customers, types and levels of service expected, how to retain customers etc. This is key to understand the types of clientele you could be working with. It will be important to identify the types of clientele that would suit your type of services and how to meet their expectations. In this part of the presentation you must also ***Describe*** the Market segmentation, Accessibility and inclusivity and Methods of feedback from customers and clients. This can be done by identifying each aspect and then ***Describe*** the self-employment opportunities available, these can include: Benefits and risks of self-employment: • own skills, knowledge and abilities • personal career intentions • growth areas, new opportunities, use of technology Roles e.g. • exercise: personal trainer, instructor, advisor, consultant • health: nutritionist, physiotherapist, psychologist, physical therapist, physician • media and publicity: journalist, writer, podcaster, contributor, marketer, social media producer • apparel and equipment: clothes, accessories, sports equipment • management, data and sales: manager, agent, sales, merch designer, statistician, analyst. To achieve MERIT level, you must then ***Compare*** the self-employment opportunities within the sports and fitness industry. To compare you must identify key principles of each opportunity and describe the key similarities and differences between these different opportunities. You must also identify the main factors that apply to self-employment in the sport, fitness and activity industry in two or more situations. Within the situations you must ***Explain*** the similarities and differences or advantages and disadvantages of each of the



	opportunities. To achieve Distinction level you need to ***Evaluate*** self-employment opportunities in relation to personal benefits, risks and career intentions. To evaluate you need to break down the positives and negatives of the various aspects and then create a conclusion on which of the opportunities is the most viable opportunity. To finalise the presentation, you must **Review and Evaluate** each of the self-employment opportunities and their feasibility. You must then form a conclusion on each of the opportunities and which one would suit yourself best in a self-employment role. You must support your evaluations with evidence/research to explore the opportunities entirely.
Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria, you must show that you are able to:
A.P1	Describe the types of self-employment in the sport fitness and outdoor activities industry and their trading practices.
A.P2	Relate skills and professional behaviours to the needs of customers, clients and employment type.
A.M1	Compare self-employment opportunities within the sports fitness and outdoor activities industry.
A.D1	Evaluate self-employment opportunities in relation to personal benefits, risks and career intentions
Checklist of evidence required	Presentation and notes Witness testimony (if presentation is delivered)